

Note for Merhige, Christine

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From: Grimaldi, Anne-Marie on Tue, Jul 12, 1994 10:36 AM

Subject: MARLBORO RACING

To: Merhige, Christine

Cc: Booher, Jerry; Madden, Mike; Murphy, John; Schmidt, Mark; Stirien, Rick

Christine:

I have started to get some feedback from the Region Managers who are involved with the racing programs. I have gotten requests for the following items for bar night incentives from Region 5 manager, Jerry Booher:

- 200 Marlboro Racing Caps
- 200 Marlboro Visors
- 200 Fanny Packs
- 200 Marlboro Dark Glasses
- 500 Marlboro Lighters
- 30 October 9th Race Day Bleacher Seat Tickets
- 5 Marlboro "Welcome Race Fans" banners
- 1 Marlboro Race Car Neon Sign (POS #69625)
- 2 Illuminated Race Car Signs (POS #69684)
- 8 PM VIP Race Day Hospitality Area Tickets ** (he was unable to secure from Section 53 office)
- Race Day Tickets (possibly 50?)

We were able to secure the 5,000 t-shirts from D. Stern

Our Region 1 Manager, Mike Madden can use Race Day tickets for the New England 200 at Loudon, NH. Also, any pos materials for promotions in the exchanges would help.

Let me know if any or all of this is possible and I will get you shipping addresses. If you need additional information, I'm at x3663. Thanks!

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